

Wethersfield Tourism Commission

Meeting Minutes

Tuesday, August 31, 2010 5:30 pm
466 Brimfield Road (Note Revised Meeting Location)*

- 1) Call to order – Chair Traczyk called the meeting to order at 5:32 pm
- 2) Roll call (5 members required) – Members in attendance: Traczyk, Munroe, Aforismo, St. Onge, Delay, Ford, Forsdick, Hall, McHugh. Also in attendance: Peter Gillespie, Town Council Member Kotkin and Jesses Smith. Carol Hall was late.
- 3) Approval of Minutes – June 2010 Meeting- Elaine St. Onge motioned to approve the minutes, seconded by Charlie Forsdick, all members in favor.
- 4) Open issues (Old Business)
 - Cooperative Marketing Plan – Report Status – Chris Traczyk reported that all comments were forwarded to the Pita Group and we are waiting for any comments from the State prior to printing the final plan.
 - CT Culture & Tourism Cooperative Marketing Grant - Magazine Insert – Chris Traczyk reported on the tremendous response to this ad 4500 requests for information. Second ad will appear late September. Peter Gillespie requested some assistance keeping up with mailings and will work with Historical Society and volunteers.
- 5) New business
 - a) Family Reunions/Wedding Promotions/Group Tours – Peter Gillespie reported that he has had an intern for the last few weeks Justin Lafontaine who has been working on the wedding promotion piece, Group Tours are next and Family Reunions after that. Elaine St. Onge and Katie Sullivan have been assisting.
 - b) Revised Visitor Comment Card – A revised version of the card was distributed based upon feedback from the Pita Group. Various suggestions were made. Peter Gillespie will revise and distribute for further review.
 - c) Fall Event Calendar – A pdf version of the calendar was distributed for comment. There was consensus that 2000 black and white versions and 2000 color versions would be reproduced for distribution.
- 6) Reports – Subcommittees
 - Brochures - Charles Forsdick reported that he has placed brochures at the Marriot in Rocky Hill and that specific merchants in Wethersfield should also receive brochures for distribution.
 - Display Ads – Magazine Insert planned for late September.
 - Press Releases/News Articles – Mr. Forsdick reported on the recent NY Times Article about Comstock Ferre and the recent visit by the President of the International Press Association.

Events- Elaine St. Onge referred to the Fall Event Calendar.

Grants – Chris Traczyk reported that on Sept 14 the Ct Commission on Culture and Tourism was hosting an event in E. Hartford to announce upcoming grant opportunities. Several members expressed an interest in attending.

DVD – Mr. Forsdick reported that significant work has been accomplished to date by Mr. Mayer.

Stakeholders - Ford/Forsdick. Discussion focused upon the need for a Fall meeting.

Wayfinding Signage – Chris Traczyk reported on progress with DOT.

- 7) Reports – Affiliate Commissions/Organizations
 - a) Economic Development & Improvement Commission – D McHugh reported on Shops Local, Salute To Business December 9.
 - b) Central CT Culture & Tourism - G. Munroe reported on opportunities to promote Wethersfield at the Big E in September and an upcoming opportunity to swap brochures on September 13.
 - c) Greater Hartford Convention & Visitors - C. Hall will contact the staff and discuss the lack of contact information on the website.
- 8) Other Business – Chris Traczyk announced that this will be the last meeting for Jenna Delay as she is leaving for school in England. The Commission members thanked her for her significant contributions to the website and the Farmers Market and wished her well at school.
- 9) Adjournment- Chair Traczyk adjourned the meeting at 6:42 pm

Respectfully Submitted

Peter Gillespie

Town Planner.